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### Marketing Information Systems

RR Harmon - cpd.ogi.edu

... such as e-commerce, decision support, sales, **customer relationship** management and **customer** service ... to enable and support the **marketing** activities of ...

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Management Server FIG ... 35 1999, by Todd M. Brye, entitled "**SQL-Based Analytic** ...

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... as quotation price from the **marketing** department, and ... build long-term and profitable **relationship** with chosen ... and responsiveness to **customer** requirements and ...

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SM Au - [journal.au.edu](http://journal.au.edu)

... market research data or **customer** database showing ... is the key to discover **marketing** intelligence in e ... the properties and inter-**relationship** between potential ...

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**Method of generating and supervising **marketing** and sales business  
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... The **relationship** and communications between the detail men and ... on the **marketing** agent

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... its corresponding applications for **marketing**, measurement, risk ... ERP) and **Customer Relationship** Management (CRM ... of organizational structure, **customer** lists and ...

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